



We make your brand an experience.

BDA RECOGNIZED AS TOP DISTRIBUTOR BY NATIONAL INDUSTRY PUBLICATIONS

Nation's Leading Brand Merchandise Agency™ Listed in Three Separate Top 10 Industry Lists

WOODINVILLE, Wash. – July 9, 2010 – Bensussen Deutsch & Associates, Inc. (BDA), the nation's premier Merchandise Agency™, today announced that it has been recognized as a top 10 distributor by three separate promotional trade publications. BDA was ranked as the No. 3 distributor in the Promo Marketing Top 50 Distributors list, No. 4 in the Advertising Specialty Institute (ASI) Counselor Top 40 Distributors list, and No. 6 according to the 2010 PROMO 100 from PROMO Magazine. Each publication relies on a variety of key metrics to compile its annual lists, including revenue, client roster, year-over-year growth, and number of employees. With more than 22,000 distributor firms being considered, BDA earned a coveted spot in the top 10 for each of these prestigious industry lists. This is also the fifth consecutive year that BDA has been ranked as one of the top 10 distributors by ASI.

"It (2009) was a tough year for our industry so it's heartening to see that BDA remains at the top of our industry," said Jay Deutsch, BDA co-founder and CEO. "But as anyone who has worked with BDA will attest, we will not rest on our laurels. BDA continues to invest heavily in our people and processes to better serve our global customer base. It's an honor to be recognized as a top 10 distributor and it's a testament to all of the incredibly hard work that our 450 employees put in every day."

Originally founded as Sports Marketing Inc., BDA is recognized as the nation's leading merchandise agency, helping companies, sports leagues and entertainment properties successfully engage consumers and fans through the medium of branded merchandise. BDA's client list includes many companies in the Fortune 500, as well as Major League Baseball and American Idol. The agency's continued growth year after year comes from a winning combination of creative, supply chain management, procurement, fulfillment and distribution offerings, making BDA the industry's only true one-stop shop.

About BDA

Bensussen Deutsch & Associates, Inc. (BDA), the nation's first and only Merchandise Agency™, provides marketing services and customized branded merchandise to Fortune 500 enterprises, major sports leagues and global entertainment holding companies. Clients come to BDA to extend their reach through custom branded-merchandise campaigns, integrated e-commerce marketing, and sports and entertainment sponsorship activation. Global brands such as Bank of America, Dell, GlaxoSmithKline, ExxonMobil, FedEx, Ford Motor Company, and Major League Baseball are but a few of the household names that rely on BDA to bring their marketing campaigns to life through merchandise. BDA attained the coveted Customs-Trade Partnership Against Terrorism (C-TPAT) certification in 2008 highlighting the company's advanced quality assurance practices for importing products from overseas. For more information on the power of merchandise, visit www.bdainc.com.

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